

**Effective Delivery** - A holistic approach to delivery is crucial to successfully supporting people in their 50s and 60s into or closer towards employment. Establishing trust and focusing on the individual can lead to honest interactions allowing you to confront common challenges within a supportive and positive framework.



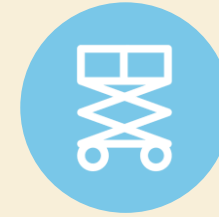
**Future focused**

Position support as an opportunity



**In this together**

Highlight sharing experiences and challenges with others who 'get it'



**Options and control**

Give people the power back after long term unemployment or the shock of redundancy.



**Age isn't an emphasis**

You can acknowledge age without making people feel old!



**Practical advice about the process**

Emphasise the practical support to help them get a job they want



**Focused on their needs**

Explain the offer is tailored to their needs and circumstances



**Positive and opportunity-led**

Talk about strengths, next steps and potential, not 'being in the gutter'



**Experienced not experts**

Coaches with experience in finding jobs, not expert in all jobs